

ANUPRIYA SHANKAR

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Consummate professional seeking management position in Marketing Operations / Business Development with a leading organisation where I can utilise my experience and my knowledge to add value to an organisation

PROFILE SUMMARY

A competent professional with over 2 years of experience in:

Marketing Operation, Channel Management, Client Relationship Management, Business Development, Relationship Building, Business Intelligence, Communication & interpersonal Skills, Innovative & Competitive, Brand Management, Team Building, Project Management, Research & Strategy, Customer Understanding

- Remarkable experience in marketing, business development & client relationship management
- Hands on experience in charting out marketing strategies & contributing towards enhancing business volumes & growth and achieving profitability norms
- Skilled in handling pricing strategies, competitor & market analysis, new product roll out and targeted marketing
- Expertise in managing development & implementation of promotion plans and handling communication for brand
- Managing marketing functions like product planning & roadmaps consultation & business development as well as handling the pre analysis data and post analysis of product launch
- Proficient with CRM & contact management systems
- Expert at establishing effective cold calling protocols

Organizational Experience

Business Development Executive

AlmaShines May 2018 – June 2019

- Working with the sales & marketing team towards getting new clients onboard & expanding the business
- Reaching out to the targeted market, identifying the potential leads, coordinating with the sales team, managing the inactive leads
- Strategic discussion with the sales team, working out growth plans with the founders directly & tracking the development of business leads
- Managing & preparing quarterly report & plan of action

- Managing the CRM for all the sales team members
- Implementation of new techniques of inbound & outbound marketing
- Planning marketing campaigns to develop long term relationship with potential customers
- Performed market research on competitive landscape & industry trends from expanding the business internationally

Data & Market Researcher

Xeno September 2017 – April 2018

- Constantly refine client acquisition strategy of the organization and figure out customer segments that have recurring contracts.
- Identify and reach out to warm connects and take focused action to convert leads to customers.
- Participate with the rest of the team to coordinate business product improvements and develop upgrades.
- Support and lead marketing efforts for client acquisition. Ideate and execute online and on ground research outreach campaigns.
- Research and produce quality content-blogs, case studies etc. Develop and manage channels for generating inbound leads.

Business Development Executive

The Smart Tree October 2016 – December 2016

- Generating leads
- Preparation of the business plan
- Deliver the business model to the higher official
- Handling the project independently till the project execution is done

Academic Details

- Master of Business Administration Marketing Management, DDE Annamalai University
- Bachelor of Technology in Information Technology from Jawaharlal Nehru Technological University, Kakinada

Others: -

- Completed Microsoft certification (MTA) on MS PowerPoint, MS Excel and MS Word
- Worked as Microsoft Student Associates (MSA)
- Attended workshop on Cloud Computing at CSI 2013
- Completed Mobile Computing Programming Workshop by Microsoft

Personal Details

Date of Birth: - 05/09/1994

Address: - Adyar, Chennai

Languages Known: - English, Hindi